

Flu vaccination communications

Frontline healthcare staff toolkit - 25/26

Increasing uptake of the flu vaccination for frontline healthcare staff - Version 4

(22/08/25)

The North East and North Cumbria Integrated Care Board (ICB) in partnership with NHS trusts have developed the following flu vaccination toolkit to support the awareness and uptake of flu vaccinations for frontline healthcare professionals in our region.

The toolkit, created to help support the national flu vaccination programme and the ICB winter campaign 25/26, includes content from 'trusted voices' and is aimed at frontline healthcare staff. It is designed for sharing across internal channels, and as appropriate, external channels such as social media. Artwork and content are available to all organisations to adapt for their own channels/organisations.



The content is led by frontline NHS and local authority health and care staff.

More content and case studies will be added to the campaign as it develops to ensure an increasing diversity of people will be represented.

The campaign builds on the ICB's wider 'Here to Help' campaign, which signposts patients to the most appropriate service and advice for their health needs. All online resources can be found at: [Frontline staff flu vaccination communications toolkit](#)

Your support in helping us share these messages is very much appreciated. For further help or advice on using this toolkit, or if you need support to tailor assets, please contact either: Andrea Jones andrea.jones2@nhs.net or Abbie Mulgrew, abbie.mulgrew@nhs.net

Toolkit content

- Background
- Campaign aims and objectives
- Key messages
- Social media messaging and visuals with frontline staff from across the region
- Videos
- Additional assets

Background

Why vaccination of frontline healthcare staff is important

Vaccinating frontline healthcare staff is a key part of protecting people from infectious diseases including flu.

Vaccination plays a vital role in protecting staff and patients, reducing the spread of disease, supporting the NHS, and keeping essential services running when they're needed most.

Frontline staff are more likely to be exposed to flu due to their work, which often involves close and prolonged contact with patients, including those who are particularly vulnerable to serious illness. Many of these patients are elderly, immunocompromised, or have underlying health conditions, making them more susceptible to severe outcomes from infections. Reducing the risk of transmission from staff to patients is vital in safeguarding those most at risk.

Vaccinating frontline staff, not only protects their own health and that of their patients, it also protects the whole of the health and social care system. If frontline workers are ill, it can lead to staff shortages, delays in care, and more pressure on services. Keeping staff healthy means hospitals, clinics, and care homes can continue running safely and effectively, especially in winter when demand is higher. Even a small reduction in the spread of infection through vaccination can make a big difference.

Frontline healthcare staff encounter many people every day, so lowering the risk of passing on viruses can help reduce transmission across the system.

Following a winter debrief session, led by the Urgent Emergency Care (UEC) Network and the North East and North Cumbria Immunisation and Strategy Partnership Group, there was a shared ambition to collaborate on a joint flu communications campaign across the region this year. The aim is to boost flu vaccine uptake among frontline health and care staff across the region, in line with the national goal for NHS trusts to maintain and improve uptake by **5%**.

The Be wise, immunise campaign will feature ‘[trusted voices](#)’—frontline healthcare staff who have chosen to have the flu vaccine. They will share positive, relatable information to help others feel confident about making their own informed choices. The campaign will also direct people to trusted sources of information at NHS.UK.

Campaign aim

- To increase confidence in and uptake of flu vaccinations by 5% for all frontline healthcare staff

Campaign objectives

- To ensure staff know that the flu vaccines are safe and are the best way to protect themselves, their family, their patients and their colleagues against becoming seriously ill from flu.

Eligibility

- Frontline workers in a social care setting without an employer led occupational health scheme including those working for a registered residential care or nursing home, registered domiciliary care providers, voluntary managed hospice providers and those that are employed by those who receive direct payments (personal budgets) or Personal Health budgets, such as Personal Assistants.
- All frontline health care workers, including both clinical and non-clinical staff who have contact with patients, should be offered flu vaccines from **1 October** as a vital part of each organisations’ policy for the prevention of the transmission of flu.

Key messages for frontline healthcare professionals

- Flu spread more easily in winter
- The flu virus can cause serious illness.
- As a frontline health or care professional, you're more likely to be exposed to flu.
- If you are vaccinated and catch flu this winter, you are likely to have milder symptoms and recover faster, cutting your risk of being hospitalised.
- Please come forward for your flu vaccine as soon as possible to protect yourself and help reduce pressure on the NHS during winter.
- The seasonal flu vaccine will be offered to all frontline healthcare workers, including both clinical and non-clinical staff, through their employer from **1 October**
- Get vaccinated - protect yourself, protect your patients, protect your team, protect each other – Be wise, immunise!

Ways to get a free flu vaccine from 1 October 2025: (proof of NHS employment required)

- Through your employer
- Search [book a flu vaccine](#) online for an appointment at a community pharmacy
- Call your GP surgery to book an appointment
- Book using the NHS App
- Call 119

Social media - Please tag us in your external social media posts #BeWiselyImmunise

Facebook - NorthEastandNorthCumbriaNHS

X – @NENC_NHS

Instagram – nenc_nhs


TikTok - @nenc_icb

Linked-In - @north-east-and-north-cumbria-nhs


YouTube - North East and North Cumbria NHS

Social media video messaging - flu vaccinations frontline staff


Dr Neil O'Brien ICB chief medical officer



Post	Instagram	Facebook	X	Visual/film
1. Dr Neil O'Brien ICB chief medical officer	<p>"Protect yourself, protect others – get your flu vaccination this winter."</p> <p>Find out more at NHS.UK</p> <p>❤️ #BeWiselyImmunise</p>	<p>"Protect yourself, protect others – get your flu vaccination this winter."</p> <p>Find out more at NHS.UK</p> <p>❤️ #BeWiselyImmunise</p>	<p>"Protect yourself, protect others – get your flu vaccination this winter."</p> <p>Find out more at NHS.UK</p> <p>❤️ #BeWiselyImmunise</p>	<p>Dr Neil O'Brien – (46 sec) https://youtu.be/WGu8mf-JD_I</p>  <p>Portrait (reel) https://youtu.be/ClwFp7cnnLY</p>



Dr Hilary Lloyd ICB chief nurse and AHP officer



2. Dr Hilary Lloyd chief nurse and AHP officer	<p>"This winter protect yourself, protect your patients protect your team."</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"This winter protect yourself, protect your patients protect your team."</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"This winter protect yourself, protect your patients protect your team."</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Hilary Lloyd - Frontline staff flu vaccinations -</p>  <p>https://youtu.be/bR6x06AQWng Portrait (reel) https://youtu.be/6K1974vL4bY</p>
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Dr Catherine Monaghan – ICB medical director and consultant in acute and respiratory medicine

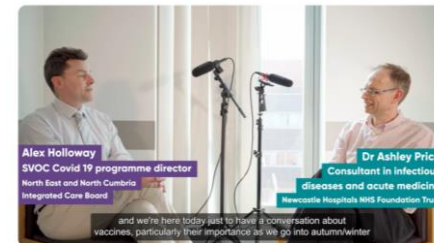

1 Let's beat flu together this winter	<p>Last year only 37% of all NHS frontline staff got the flu vaccine.</p> <p>Let's change that. Let's beat flu together this winter!</p> <p>The flu vaccine protects you, your patients, and your team.</p>	<p>Last year only 37% of all NHS frontline staff got the flu vaccine.</p> <p>Let's change that. Let's beat flu together this winter!</p> <p>The flu vaccine protects you, your patients, and your team.</p>	<p>Last year only 37% of all NHS frontline staff got the flu vaccine.</p> <p>Let's change that. Let's beat flu together this winter!</p> <p>This year say YES to the flu vaccine! Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan (1 min 22 sec) Long version https://youtu.be/Q2XYeFEB6d0</p> 
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	<p>This year say YES to the flu vaccine. Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>This year say YES to the flu vaccine. Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>		
<p>2 FIVE reasons why for frontline staff to get their flu vaccine</p>	<p>Dr Catherine Monaghan, medical director and consultant in acute and respiratory medicine shares FIVE reasons for frontline staff to get their flu vaccine this winter.</p> <p>Protect yourself, your team, protect your patients!</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan, medical director and consultant in acute and respiratory medicine shares FIVE reasons for frontline staff to get their flu vaccine this winter.</p> <p>Protect yourself, your team, protect your patients!</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan shares FIVE reasons for frontline staff to get their flu vaccine this winter.</p> <p>Protect yourself, your team, protect your patients!</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan (silent pointing 25 sec) landscape https://youtu.be/8Bcz_3lO-kQ</p>  <p>Dr Catherine Monaghan (silent pointing 25 sec) portrait</p>  <p>https://youtube.com/shorts/AW1SEfzMc4</p>



<p>3 FIVE reasons why frontline staff should get their flu vaccine</p>	<p>Dr Catherine Monaghan shares FIVE reasons for frontline staff to get their flu vaccine this winter.</p> <p>Protect yourself, your team, protect your patients!</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan shares FIVE reasons for frontline staff to get their flu vaccine this winter.</p> <p>Protect yourself, your team, protect your patients!</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan shares 5 reasons for frontline staff to get their flu vaccine this winter.</p> <p>Protect yourself, your team, protect your patients!</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan (talking 22 sec) https://youtu.be/5gr_QoYiXR8</p> 
<p>4 Flu can spread fast</p>	<p>Flu can spread fast — through coughs and sneezes and can live on surfaces for up to 24 hours.</p> <p>As frontline health care workers we are more likely to catch and spread flu.</p> <p>We need to protect ourselves and people we care for. Get the flu vaccine.</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Flu can spread fast — through coughs and sneezes and can live on surfaces for up to 24 hours.</p> <p>As frontline health care workers we are more likely to catch and spread flu.</p> <p>We need to protect ourselves and people we care for. Get the flu vaccine.</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Flu can spread fast — through coughs & sneezes & can live on surfaces for up to 24 hours.</p> <p>Frontline workers are more likely to catch and spread flu.</p> <p>Let's protect ourselves and the people we care for. Get the flu vaccine.</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan (18 sec) https://youtu.be/Z-qR0pNx1e8</p> 


<p>5 We protect vulnerable patients every day.</p>	<p>As frontline health care workers, we protect vulnerable patients every day.</p> <p>Protect them even more by getting your flu vaccine this year.</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>As frontline health care workers, we protect vulnerable patients every day.</p> <p>Protect them even more by getting your flu vaccine this year.</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>As frontline health care workers, we protect vulnerable patients every day.</p> <p>Protect them more by getting your flu vaccine this year.</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan (11 sec)</p>  <p>https://youtu.be/QVeeMnE3d-M</p>
<p>6 Flu isn't just a bad cold</p>	<p>Flu isn't just a bad cold — it can be serious and even deadly.</p> <p>As frontline health care workers we are more likely to catch and spread flu.</p> <p>Protect yourself, protect your patients, and protect your team. Get your flu vaccine.</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Flu isn't just a bad cold — it can be serious and even deadly.</p> <p>As frontline health care workers we are more likely to catch and spread flu.</p> <p>Protect yourself, protect your patients, and protect your team. Get your flu vaccine.</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Flu isn't just a bad cold — it can be serious and even deadly.</p> <p>Frontline health care workers are more likely to catch and spread flu.</p> <p>Protect yourself, protect your patients, and protect your team.</p> <p>Find out more at NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Dr Catherine Monaghan (17 sec)</p> <p>https://youtu.be/SnUMXe0SV8</p> 

Dr Ashley Price – consultant in infectious diseases and acute medicine – Newcastle NHS FT


Post	Instagram	Facebook	X	Visual/film
<p>1 Why it 12important for frontline staff to get the flu vaccination</p>	<p>Protect yourself. Protect others.</p> <p>Getting the flu vaccine doesn't just keep you healthy, it helps stop the spread to your family, friends, colleagues, and the people you care for most.</p> <p>Dr. Ashley Price shares why it's especially vital for frontline staff to get the flu vaccine.</p> <p>Find out more at NHS.UK</p> <p>💙 #BeWiseImmunise</p>	<p>Protect yourself. Protect others.</p> <p>Getting the flu vaccine doesn't just keep you healthy, it helps stop the spread to your family, friends, colleagues, and the people you care for most.</p> <p>Dr. Ashley Price shares why it's especially vital for frontline staff to get the flu vaccine.</p> <p>Find out more at NHS.UK</p> <p>💙 #BeWiseImmunise</p>	<p>Protect yourself. Protect others.</p> <p>The flu vaccine keeps you healthy and helps stop the spread to family, friends, colleagues & those you care for.</p> <p>Dr Ashley Price explains why it's vital for frontline staff to get vaccinated.</p> <p>Find out more at NHS.UK</p> <p>💙 #BeWiseImmunise</p>	<p>Dr Ashley Price – (2min 24 sec)</p> <p>https://youtu.be/hT63YDLSWEs</p> 
<p>Will you be having your flu vaccine?</p>	<p>"Absolutely, I'll be having my flu vaccine!"- Dr Ashley Price</p> <p>Find out more at NHS.UK</p> <p>💙 #BeWiseImmunise</p>	<p>"Absolutely, I'll be having my flu vaccine!"- Dr Ashley Price</p> <p>Find out more at NHS.UK</p> <p>💙 #BeWiseImmunise</p>	<p>"Absolutely, I'll be having my flu vaccine!"- Dr Ashley Price</p> <p>Find out more at NHS.UK</p> <p>💙 #BeWiseImmunise</p>	<p>Dr Ashley Price – (19 sec)</p> <p>https://youtu.be/JhOUK9oe57g</p> 

Danielle Robinson – lead immunisation nurse - Northumbria Healthcare NHS Foundation Trust


Post	Instagram	Facebook	X	Visual/film
1 Flu doesn't just affect our patients	<p>Flu doesn't just affect our patients — it affects us all</p> <p>As frontline healthcare workers, we're more likely to catch and pass it on. The flu vaccine helps to protect us and the people we care for.</p> <p>So, this winter protect yourself, your team and your patients. Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Flu doesn't just affect our patients — it affects us all</p> <p>As frontline healthcare workers, we're more likely to catch and pass it on. The flu vaccine helps to protect us and the people we care for.</p> <p>So, this winter protect yourself, your team and your patients. Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Flu doesn't just affect our patients — it affects us all</p> <p>The flu vaccine helps to protect us and the people we care for.</p> <p>This winter protect yourself, your team and your patients.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Danielle Robinson, lead immunisation nurse (20 sec) https://youtu.be/GI6OYH-iHMA</p> 
2 Flu spreads quickly	<p>Flu spreads quickly — especially in health and care settings.</p> <p>Even a small drop in infection rates can make a big difference. This winter protect yourself, protect your team, protect your patients – get the flu vaccine. Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Flu spreads quickly — especially in health and care settings.</p> <p>Even a small drop in infection rates can make a big difference. This winter protect yourself, protect your team, protect your patients – get the flu vaccine. Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Flu spreads fast — especially in health & care settings.</p> <p>The flu vaccine protects you, your patients and your team. Even small drops in infection rates save lives.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Danielle Robinson, (32 sec) https://youtu.be/Yi_IU8IRNzc</p>  <p>Portrait (32 sec) https://youtube.com/shorts/_iV2mfO7gOM</p>

3 As frontline staff, we care for those most at risk	<p>As frontline staff, we care for those most at risk.</p> <p>By getting vaccinated, we reduce the risk of spreading flu to those who depend on us.</p> <p>Let's protect ourselves, our patients and our healthcare teams this winter.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>As frontline staff, we care for those most at risk.</p> <p>By getting vaccinated, we reduce the risk of spreading flu to those who depend on us.</p> <p>It's a simple step we can all take to protect our patients — and each other.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>As frontline staff, we look after those most at risk.</p> <p>By getting vaccinated, we reduce the risk of spreading flu to those who depend on us.</p> <p>It's a simple step we can all take to protect our patients — and each other.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Danielle Robinson, lead immunisation nurse (34 sec)</p> <p>https://youtu.be/VxFM7uvOM9</p> <p>A</p> 
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Dr Esther Mireku - public health consultant - North Tees & Hartlepool NHS Foundation Trust



Post	Instagram	Facebook	X	Visual/film
1 Protecting yourself means protecting others	<p>'Protecting yourself means protecting others.'</p> <p>Dr. Esther Mireku, consultant in public health at University Hospitals Tees, explains why it's so important for our frontline staff to get their flu jab this winter.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>'Protecting yourself means protecting others.'</p> <p>Dr. Esther Mireku, consultant in public health at University Hospitals Tees, explains why it's so important for our frontline staff to get their flu jab this winter.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>'Protecting yourself means protecting others.'</p> <p>Dr. Esther Mireku, explains why it's so important for our frontline staff to get their flu jab this winter.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Dr Esther Mireku - University Hospital Tees flu -</p> <p>https://youtu.be/jC_GW08qI0o</p> 



Kimberley Almond - South Tees Hospitals NHS Foundation Trust

Post	Instagram	Facebook	X	Visual/film
1 Flu is a serious illness, and I'd hate to pass it on	<p>'Flu is a serious illness, and I'd hate to pass it on.'</p> <p>Kimberley Almond, cancer care co-ordinator at South Tees Hospitals NHS Foundation Trust, shares why getting her flu jab matters so much.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>'Flu is a serious illness, and I'd hate to pass it on.'</p> <p>Kimberley Almond, cancer care co-ordinator at South Tees Hospitals NHS Foundation Trust, shares why getting her flu jab matters so much.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>'Flu is a serious illness, and I'd hate to pass it on.'</p> <p>Kimberley Almond shares why getting her flu jab matters so much.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Kimberley Almond https://youtu.be/qkbKM39V2wk</p> 


Monika Zatrakova – Flu champion, Friarage Hospital, Northallerton

Post	Instagram	Facebook	X	Visual/film
1 We can all play our part in stopping this happening again this year	<p>"Last year a lot of patients and staff were unwell with flu, we can all play our part in stopping this happening again this year."</p> <p>Monika Zatrakova, registered nurse and flu champion at the Friarage Hospital, Northallerton, urges all staff to get their flu jab as early as possible.</p>	<p>"Last year a lot of patients and staff were unwell with flu, we can all play our part in stopping this happening again this year."</p> <p>Monika Zatrakova, registered nurse and flu champion at the Friarage Hospital, Northallerton, urges all staff to get their flu jab as early as possible.</p>	<p>"Last year a lot of patients and staff were unwell with flu, we can all play our part in stopping this happening again this year."</p> <p>Monika Zatrakova urges all staff to get their flu jab as early as possible.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Monika Zatrakova - https://youtube.com/shorts/apuvD8yBHLU</p> 


	Find out more NHS.UK ❤️ #BeWiseImmunise	Find out more NHS.UK ❤️ #BeWiseImmunise		
Amanda Evans – Ward manager, University Hospitals Tees				
Post	Instagram	Facebook	X	Visual/film
1 Get your flu jab as early as possible	"Please get your flu jab as early as possible this year." ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ❤️ #BeWiseImmunise	"Please get your flu jab as early as possible this year." ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ❤️ #BeWiseImmunise	"Please get your flu jab as early as possible this year." ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ❤️ #BeWiseImmunise	Amanda Evans - University Hospital Tees flu - https://youtu.be/1Wed4SOKV-E 
Brooke Patterson, vaccination nurse, Northumbria Healthcare NHS Foundation Trust				
Post	Instagram	Facebook	X	Visual/film
1. Flu doesn't just affect our patients it affects us all	"Flu doesn't just affect our patients it affects us all." Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ❤️ #BeWiseImmunise	"Flu doesn't just affect our patients it affects us all." Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ❤️ #BeWiseImmunise	"Flu doesn't just affect our patients it affects us all." Get your flu vaccine to: ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other Find out more NHS.UK ❤️ #BeWiseImmunise	Brooke Patterson 24 seconds - https://youtu.be/d2vdf-OaevU 



<p>2. Flu spreads quickly</p>	<p>"As frontline staff we are more exposed to the virus and more likely to pass it on."</p> <p>Vaccination nurse Brooke Patterson, at Northumbria Healthcare NHS Foundation Trust encourages all staff to get their flu vaccination this year.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"As frontline staff we are more exposed to the virus and more likely to pass it on."</p> <p>Vaccination nurse Brooke Patterson, at Northumbria Healthcare NHS Foundation Trust encourages all staff to get their flu vaccination this year.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"As frontline staff, we're more exposed to viruses and more likely to pass them on."</p> <p>Vaccination nurse Brooke Patterson is urging all staff to get their flu jab this year.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Brooke Patterson — 27 seconds</p> <p>https://youtu.be/p7Tyf9Odoco</p> 
<p>3. We care for those most at risk</p>	<p>"Flu isn't just unpleasant, for some people it can lead to serious complications."</p> <p>Vaccination nurse Brooke Patterson, at Northumbria Healthcare NHS Foundation Trust encourages all staff to get their flu vaccination this year.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"Flu isn't just unpleasant, for some people it can lead to serious complications."</p> <p>Vaccination nurse Brooke Patterson, at Northumbria Healthcare NHS Foundation Trust encourages all staff to get their flu vaccination this year.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"Flu isn't just unpleasant — for some, it can cause serious complications."</p> <p>Vaccination nurse Brooke Patterson is encouraging all staff to get their flu jab this year.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Brooke Patterson — 27 seconds</p> <p>https://youtu.be/33UU-zqjdok</p> 



Dr Kathy Petersen – GP – Primary Care Messaging

Post	Instagram	Facebook	X	Visual/film
1. Primary Care: Staff are our most vital resource — we need to keep everyone fit and well	<p>"Staff are our most vital resource — we need to keep everyone fit and well."</p> <p>Dr Kathy Petersen explains why it's so important for primary care staff to get their flu jab this year.</p> <p>Get your flu vaccine!</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"Staff are our most vital resource — we need to keep everyone fit and well."</p> <p>Dr Kathy Petersen explains why it's so important for primary care staff to get their flu jab this year.</p> <p>Get your flu vaccine!</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"Staff are our most vital resource — we need to keep everyone fit and well."</p> <p>Dr Kathy Petersen explains why it's so important for primary care staff to get their flu jab this year.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>Dr Kathy Petersen, GP, (55 seconds)</p> <p>https://youtu.be/HIzbLCRJywg</p> 



Social media statics - flu vaccinations frontline staff

Post	Instagram	Facebook	X	Visual
Dr Catherine Monaghan medical director and consultant in acute and respiratory medicine North Tees NHS FT	<p>"Protect vulnerable patients by getting your flu vaccine this year."</p> <p>Get your flu vaccine!</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"Protect vulnerable patients by getting your flu vaccine this year."</p> <p>Get your flu vaccine!</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"Protect vulnerable patients by getting your flu vaccine this year."</p> <p>Get your flu vaccine!</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	



<p>Dr Ashley Price consultant in infections diseases and acute medicine Newcastle Hospitals NHS FT</p>	<p>Frontline staff are in daily contact with vulnerable patients</p> <p>Flu vaccines:</p> <ul style="list-style-type: none"> ✓ Reduce the risk of flu spreading ✓ Help staff stay healthy and able to provide care ✓ Protect those at highest risk of serious illness ✓ Keep our hospitals and clinics running safely <p>By getting vaccinated, our staff protect themselves, their patients and their team.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Frontline staff are in daily contact with vulnerable patients</p> <p>Flu vaccines:</p> <ul style="list-style-type: none"> ✓ Reduce the risk of flu spreading ✓ Help staff stay healthy and able to provide care ✓ Protect those at highest risk of serious illness ✓ Keep our hospitals and clinics running safely <p>By getting vaccinated, our staff protect themselves, their patients and their team.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Frontline staff are in daily contact with vulnerable patients.</p> <p>By getting vaccinated against flu, our staff protect themselves, their patients and their team.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	
<p>Danielle Robinson, lead immunisation nurse, Northumbria Healthcare NHS FT</p>	<p>"Let's protect ourselves, our patients and our healthcare teams this winter."</p> <p>Get your flu vaccine!</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"Let's protect ourselves, our patients and our healthcare teams this winter."</p> <p>Get your flu vaccine!</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"Let's protect ourselves, our patients and our healthcare teams this winter."</p> <p>Get your flu vaccine!</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	

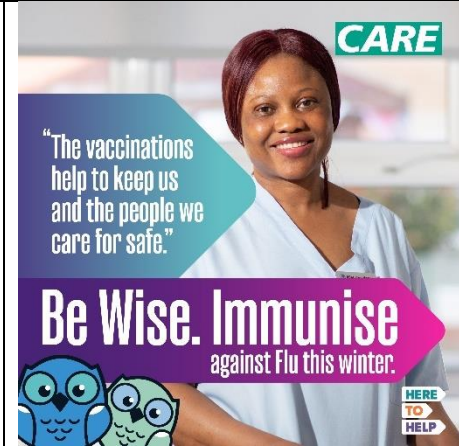

<p>Georgia Payne head of dietetics and adult speech therapy South Tees NHS FT</p>	<p>"Getting vaccinated matters to me, for my health and to protect my colleagues, patients, family and friends."</p> <p>Get your flu vaccine to:</p> <ul style="list-style-type: none"> ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"Getting vaccinated matters to me, for my health and to protect my colleagues, patients, family and friends."</p> <p>Get your flu vaccine to:</p> <ul style="list-style-type: none"> ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"Getting vaccinated matters to me, for my health and to protect my colleagues, patients, family and friends."</p> <p>Get your flu vaccine to:</p> <ul style="list-style-type: none"> ✓ Protect yourself ✓ Protect your patients ✓ Protect your team ✓ Protect each other <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	
<p>Alison Kerr, workforce strategic lead and therapeutic radiographer South Tees NHS FT</p>	<p>"Let's make sure we give ourselves, our patients and the wider community a fighting chance by getting the flu jab."</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"Let's make sure we give ourselves, our patients and the wider community a fighting chance by getting the flu jab."</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"Let's make sure we give ourselves, our patients and the wider community a fighting chance by getting the flu jab."</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	


<p>Dr Fide Mure, Obstetrics and Gynaecology (O&G) Doctor Darlington Memorial Hospital</p>	<p>"I'll be getting the vaccine to protect my health and the health of the many patients visiting the ward."</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"I'll be getting the vaccine to protect my health and the health of the many patients visiting the ward."</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"I'll be getting the vaccine to protect my health and the health of the many patients visiting the ward."</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	
<p>Nicky Hayes, Matron Community Respiratory and TB Services Sedgefield Community Hospital</p>	<p>"I get the flu vaccine to protect myself, loved, ones, patients and colleagues – leading by example to prevent illness."</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"I get the flu vaccine to protect myself, loved, ones, patients and colleagues – leading by example to prevent illness."</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>"I get the flu vaccine to protect myself, loved, ones, patients and colleagues – leading by example to prevent illness."</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	
	<p>Whether you work in health care or social care, we're all part of the same team.</p> <p>This winter let's look out for one another.</p> <p>Get your flu vaccine to:</p> <ul style="list-style-type: none"> ✔️ Protect yourself ✔️ Protect your patients ✔️ Protect your team ✔️ Protect each other 	<p>Whether you work in health care or social care, we're all part of the same team.</p> <p>This winter let's look out for one another.</p> <p>Get your flu vaccine to:</p> <ul style="list-style-type: none"> ✔️ Protect yourself ✔️ Protect your patients ✔️ Protect your team ✔️ Protect each other 	<p>Whether you work in health care or social care, we're all part of the same team.</p> <p>This winter let's look out for one another.</p> <p>Get your flu vaccine to:</p> <ul style="list-style-type: none"> ✔️ Protect yourself ✔️ Protect your patients ✔️ Protect your team ✔️ Protect each other 	

	Find out more NHS.UK ❤️ #BeWiseImmunise	Find out more NHS.UK ❤️ #BeWiseImmunise	Find out more NHS.UK ❤️ #BeWiseImmunise	
5	<p>We may work in different roles, but we're all one team.</p> <p>Let's look out for one another this winter.</p> <p>Get your flu vaccine to:</p> <ul style="list-style-type: none"> ✅ Protect yourself ✅ Protect your patients ✅ Protect your team ✅ Protect each other <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>We may work in different roles, but we're all one team.</p> <p>Let's look out for one another this winter.</p> <p>Get your flu vaccine to:</p> <ul style="list-style-type: none"> ✅ Protect yourself ✅ Protect your patients ✅ Protect your team ✅ Protect each other <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>We may work in different roles, but we're all one team.</p> <p>Let's look out for one another this winter.</p> <p>Get your flu vaccine.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	
6	<p>We're all part of the same team</p> <p>This winter let's protect each other! Get your flu vaccine.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>We're all part of the same team</p> <p>This winter let's protect each other! Get your flu vaccine.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	<p>We're all part of the same team</p> <p>This winter let's protect each other! Get your flu vaccine.</p> <p>Find out more NHS.UK</p> <p>❤️ #BeWiseImmunise</p>	


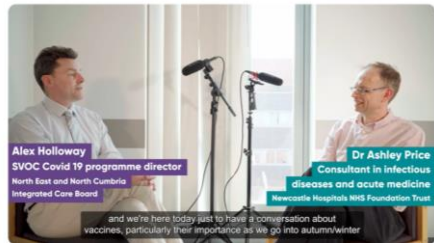
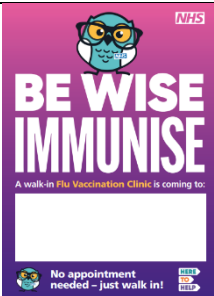

Social care visuals/videos

Post	Instagram	Facebook	X	Visual
1. Christina, Adlin and Rema	<p>Care workers Christina, Adlin and Rema know how important it is to get vaccinated against flu – to protect themselves and the people they look after.</p> <p>This winter, all frontline health and social care workers in England can get their free flu vaccine from 1 October.</p> <p>COVID-19 vaccinations are also available for staff who are immunosuppressed.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Care workers Christina, Adlin and Rema know how important it is to get vaccinated against flu – to protect themselves and the people they look after.</p> <p>This winter, all frontline health and social care workers in England can get their free flu vaccine from 1 October.</p> <p>COVID-19 vaccinations are also available for staff who are immunosuppressed.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Care workers Christina, Adlin & Rema know the flu jab protects them and those they care for.</p> <p>From 1 October, all frontline health & social care workers in England can get a free flu vaccine.</p> <p>Immunosuppressed staff can also get a COVID-19 booster.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	 <p>Film (1min 59 secnds) https://youtu.be/8ttAW9B0KH</p>
2. Adlin	<p>If you're a frontline carer like Adlin, protect yourself and those you care for by getting your winter vaccinations.</p> <p>This winter, all frontline health and social care workers in</p>	<p>If you're a frontline carer like Adlin, protect yourself and those you care for by getting your winter vaccinations.</p> <p>This winter, all frontline health and social care workers in</p>	<p>Carers like Adlin know the flu vaccine protects them and the people they care for.</p> <p>Free flu vaccines are available for all frontline</p>	


	<p>England can get their free flu vaccine from 1 October.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>England can get their free flu vaccine from 1 October.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>health & social care staff from 1 October.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	
3. Christina	<p>"It is very, very, important to protect ourselves so our residents are in safe hands."</p> <p>Like frontline carer, Christina, you can get your free winter flu vaccination to protect yourself and others.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"It is very, very, important to protect ourselves so our residents are in safe hands."</p> <p>Like frontline carer, Christina, you can get your free winter flu vaccination to protect yourself and others.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>"It's so important to protect ourselves so our residents are in safe hands." – Christina, frontline carer.</p> <p>Get your free winter flu vaccination to protect yourself & others.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	
4. Rema	<p>Rema's had her flu & COVID-19 jabs to protect herself and those she cares for this winter.</p> <p>From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine.</p>	<p>Rema's had her flu & COVID-19 jabs to protect herself and those she cares for this winter.</p> <p>From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine.</p>	<p>Rema's protecting herself & those she cares for with her winter vaccines.</p> <p>From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine.</p>	<p>Rema film</p> <p>https://youtube.com/shorts/dL6J188u4oA</p> 

	<p>Immunosuppressed staff can also get a COVID-19 booster.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Immunosuppressed staff can also get a COVID-19 booster.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Immunosuppressed staff can also get a COVID-19 booster.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	
5. General	<p>You might think that the flu vaccinations aren't for you – and you're right!</p> <p>They're also for your family, your friends, your work colleagues - and the people you look after!</p> <p>From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>You might think that the flu vaccinations aren't for you – and you're right!</p> <p>They're also for your family, your friends, your work colleagues - and the people you look after!</p> <p>From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	<p>Think the flu jab isn't for you? You're right – it's also for your family, friends, colleagues & those you care for.</p> <p>From 1 Oct, all frontline health & social care workers in England can get a free flu vaccine.</p> <p>Find out more NHS.UK</p> <p>♥ #BeWiseImmunise</p>	

Additional assets

<p>Podcasts</p>	<p>Danielle Robinson, lead vaccination nurse, Northumbria Healthcare NHS Foundation Trust talks about the importance of flu vaccinations for frontline healthcare staff.</p> <p>Dr Ashley Price, consultant infectious diseases and acute medicine, Newcastle Hospitals NHS Foundation Trust</p>	<p>https://youtu.be/TU6WwGDUtMk 6 mins 56 seconds</p>  <p>https://youtu.be/hyzoSSDB_ZA 33 mins, 26 seconds</p> 
<p>Posters</p>	 	<p>https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/</p>

Lanyards/pin badge artwork		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Stickers template		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Social media picture frames		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Logo		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
E-mail banner		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
Digital Teams background		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/

Screensaver		https://www.northeastnorthcumbria.nhs.uk/toolkits/frontline-health-and-social-care-staff/
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